

Financial Services Apprenticeship Standard

Role / Occupation:

Financial Services Customer Adviser

Occupational Profile:

This apprenticeship has been designed for use in Banks and Building Societies, but may have wider application across Financial Services. Within these organisations there are a number of front line roles that deal with customers on a range of relatively straightforward transactions within a detailed regulatory and risk framework – these may happen in a branch, over the phone, through the internet or be done by an individual in an operations centre that supports other areas of the business. Typical activities could include, depending on the organisation, branch cashier, dealing face to face with customer enquiries in branches, helping them use new digital services, dealing with enquiries by phone, email or post, administering customer accounts, resolving relatively straightforward problems and complaints, proactively contacting customers, identifying sales opportunities and making referrals.

Requirements: Knowledge, Skills and Behaviours

Knowledge	What is required
Industry and company understanding	Understands the role banking plays in Financial Services, the business they work in, the company 'Values', professional standards and where their role fits in the business.
Regulatory, Legal and Compliance	Broad understanding of the Financial Services legal and regulatory framework, together with how this applies to their role. Understands specific compliance and risk requirements that apply to their role e.g. Data Protection, Training & Competence, Fraud Prevention, Conduct Risk, Complaints, Information vs Advice.
Products and Services	Overview of the products and services offered to customers by their company, together with a broad understanding of the products and services that they support in their role.
Systems and Processes	Understands the systems, tools and processes used in the role, together with the standards to be met, including IT tools and digital banking solutions provided to customers. Understands how these interact with the wider organisation where applicable.

Skills & Behaviours	What is required
Customer Service	Delivers excellent service, identifying and meeting or exceeding customer requirements. Supports customers in the use of digital solutions. Initiates contact with customers and builds relationships with them when appropriate. Identifies customer needs and refers where appropriate. Supports the company contribution to the local community, getting involved in activities and building a local network, where appropriate.
Delivering Results	Uses company systems and processes to deliver services to customers, Takes the initiative to meet agreed individual and team performance measures in line with company policy, Values, standards and regulatory requirements. Plans and organises their work to meet commitments and performance measures.
Teamwork	Consistently supports colleagues and collaborates to achieve results. Builds and maintains strong working relationships with own team and other parts of the organisation they deal with. Supports others in the team. Aware of own role within the team and their impact on others.
Communication	Deals effectively with customers and colleagues, showing good interpersonal skills and the ability to communicate well through a range of media e.g. phone, face to face, email, social media. Avoids jargon and uses the correct technical terms where appropriate. Listens well to understand customer needs and is able to adapt their style to their audience.
Problem solving	Works to deliver the best customer outcome, in line with company policy, regulation and best practice when handling problems and complaints. Escalates as appropriate.
Continuous improvement	Identifies opportunities to improve performance and service; acts on them within the authority of their role. Successfully implements changes that are required.
Personal Development	Seeks feedback and acts on it to improve their performance. Builds their own capability through ownership of their own development, working with their manager. Keeps up to date with relevant changes.
Honesty & Integrity	Truthful, sincere and trustworthy in their actions. Shows integrity by doing the right thing. Maintains appropriate confidentiality at all times.
Flexibility	Adapts positively to changing work priorities and patterns when new tasks need to be done or requirements change.
Resilience	Displays energy and enthusiasm in the way they go about their role, dealing positively with setbacks when they occur. Can stay positive under pressure.

Duration

The length of this apprenticeship is expected to be 12 – 18 months

Qualifications

There are no required qualifications for this apprenticeship.

The Assessment Plan contains suggested qualifications/units that employers can use to ensure robust technical knowledge.

Link to professional registration and progression

This standard puts the apprentice on the pathway towards professional membership of the Chartered Banker Institute, the Institute of Financial Services or the Chartered Insurance Institute, depending on which qualifications are taken. A further qualification may be required to be able to apply for membership.

It forms the foundation of a career within the sector, giving the base for further development through a career path within the organisation which may include a Level 3 or other apprenticeship.

Level

This is a Level 2 apprenticeship.

Review date

After 3 years or when significant change is required.